

³/₅₄ Fig.3 START *-*S1 INPUT ID NUMBER CONNECT TO CENTER -S2 **-S3** 54 NO NO NEWLY REGISTER REGISTERED CUSTOMER YES YES √S6 В CARRY OUT REGISTRATION **PURCHASE** NO SERVICE **\S**5 YES DISPLAY PRESENT -S7 CUMULATIVE POINTS DISPLAY POINT SERVICE SCREEN -S8 **-**S9 DISPLAY COMMODITY MENU ~S10 INSTRUCT COMMODITY TYPE **-**S11 DISPLAY COMMODITIES -S12 SELECT COMMODITY *-*S13 SELECT KIND OF PAYMENT JS14 SELECT DELIVERY METHOD DISPLAY CUMULATIVE POINTS *S*15

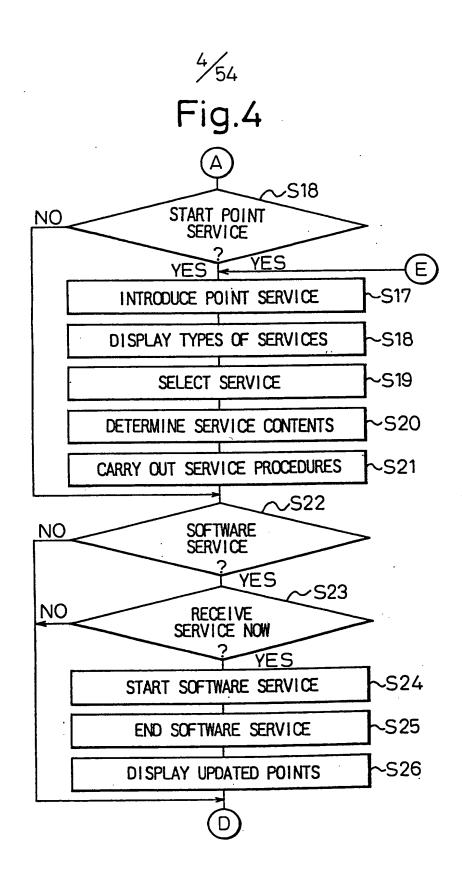


Fig.5

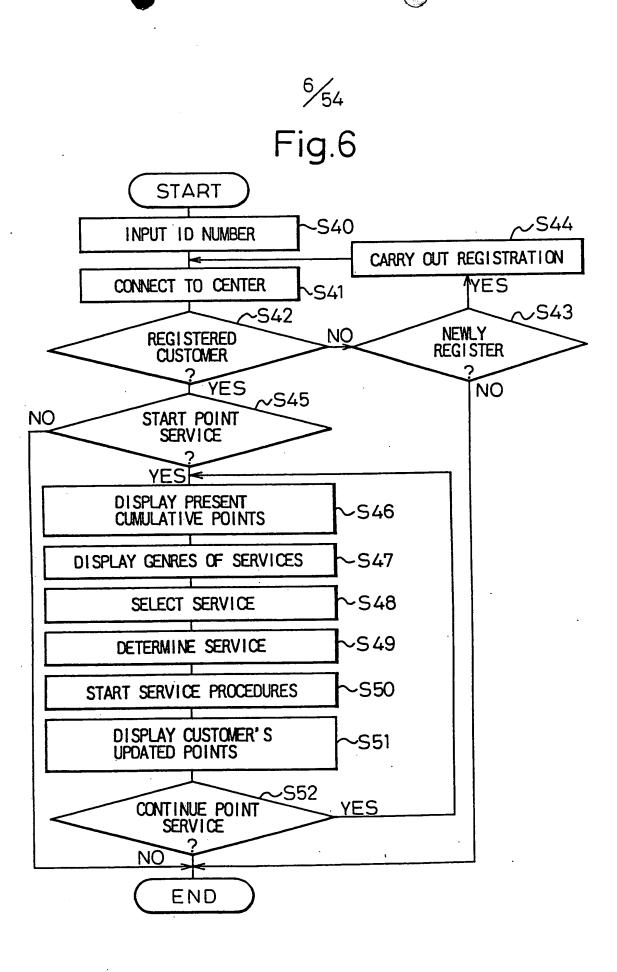
CONTINUE POINT YES E

NO S28

CONTINUE POINT YES E

NO B

END



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Fig.7(A)

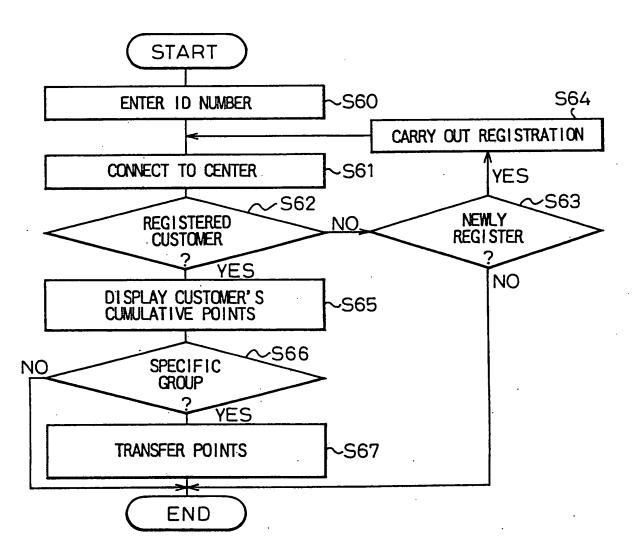


Fig.7(B)

GROUP NAME	TARGET	TARGET POINTS	PRESENT CUMULATIVE POINTS
NAKAHARA ELEMENTARY SCHOOL	MONOCYCLES (10 SETS)	20,000	35,000
KOSUGI NURSING HOME	WHEEL CHAIRS (3 SETS)	000'09	20,000
SUPPORT ASSOCIATION FOR CHILDREN ORPHANED IN TRAFFIC ACCIDENTS	Personal Computer	40,000	15,000
•••	•••	•••	• • •
SOMALIA AID ASSOCIATION	F000	300,000	80'00
	LET'S PARTICIPATE IN SOCIAL CONTRIBUTION ACTIVITIES	SOCIAL	

9/₅₄ Fig.8(A)

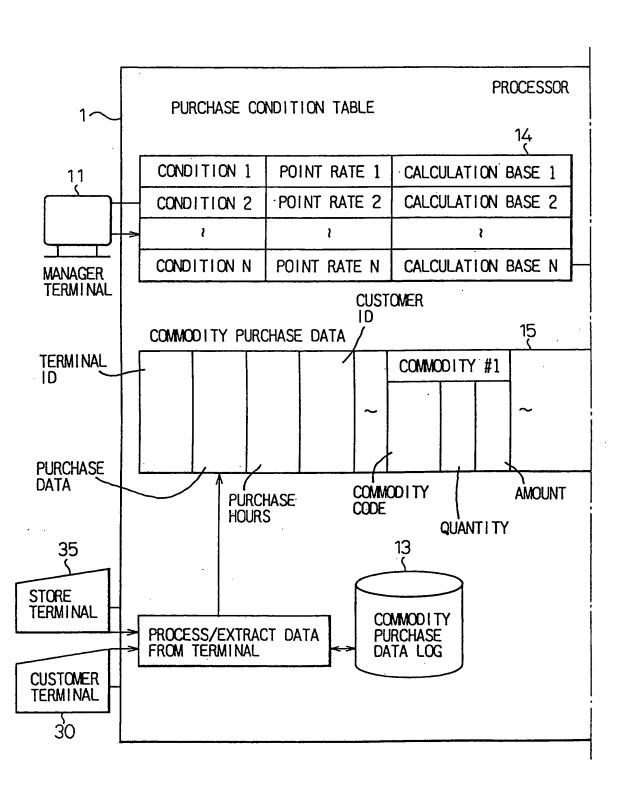


Fig.8(B)

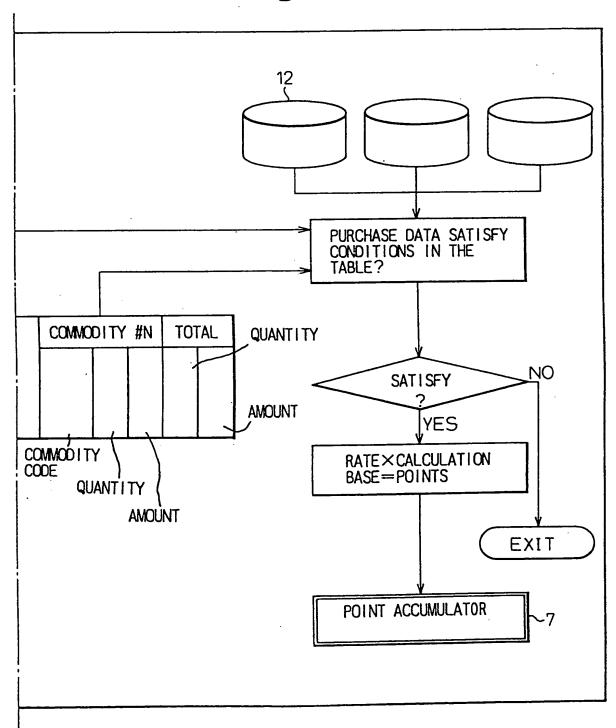


Fig.9(A)

SET POINT CALCULATION RATE FOR SPECIFIC DAYS

- SELECT ONE
 - DATE: MONTH_DAY_
 - 2. PERIOD: MONTH_DAY_TO MONTH_DAY_ 3. DAY: __ , __
- RATE: __%
 CALCULATION BASE:
 - 2. TOTAL POINTS 1. AMOUNT OF MONEY

Fig. 9(B)

SET POINT CALCULATION RATE FOR SPECIFIC PERIOD

- PERIOD: MONTH_DAY_TO MONTH_DAY_
- CALCULATION BASE:
 - 1. AMOUNT OF MONEY 2. TOTAL POINTS 3. NUMBER OF PURCHASE ACTIONS
- MINIMUM: __ OR MORE
- · RATE: __ POINTS

Fig. 9(C)

SET POINT CALCULATION RATE FOR SPECIFIC AREA

- ARÉA CODE:
- CALCULATION BASE:
 - 1. AMOUNT OF MONEY 2. TOTAL POINTS
- RATE: __%

Fig. 9(D)

SET POINT CALCULATION RATE FOR CUSTOWER'S SPECIFIC DAY

- SELECT CUSTOMER'S SPECIFIC DAY

 1. BIRTHDAY 2. WEDDING ANNIVERSARY
 - 3. BIRTHDAYS OF FAMILY 4. DATE OF ADMISSION
- · CALCULATION BASE:
 - 1. AMOUNT OF MONEY 2. TOTAL POINTS
- RATE:_%

Fig. 9(E)

- *SET POINT CALCULATION RATE FOR SPECIFIC TIME BAND*
- SPECIFY TIME BAND
- :_TO_:. · CALCULATION BASE:
 - 1. AMOUNT OF MONEY 2. TOTAL POINTS
- RATE:_%

Fig. 9(F)

SET POINT CALCULATION RATE FOR SPECIFIC COMMODITIES

COMMODITY NAME	
)	
′	

• RATE: _ % (COMMODITY PRICE)

Fig. 9(G)

SET POINT CALCULATION RATE FOR NUMBER OF PURCHASE

NUMBER OF PURCHASE	OF PURCHASE RATE	
1 TO 30	1%	
31 TO 60	2%	
61 -	3%	

(POINTS ARE CALCULATED ON TOTAL AMOUNT.)

Fig. 9(H)

SET POINT CALCULATION RATE FOR NUMBER OF ACCESSES

NUMBER OF ACCESSES	RATE	
1 TO 100	1%	
101 TO 300	2%	
301 -	3%	

(POINTS ARE CALCULATED ON TOTAL AMOUNT.)

Fig. 9(I)

SET POINT CALCULATION RATE FOR AMOUNT

PURCHASE AMOUNT	RATE	
¥10,000~¥20,000	1%	
¥20,001~¥40,000	2%	
¥40,001~	3%	

(POINTS ARE CALCULATED ON TOTAL AMOUNT.)

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Fig. 9(J)

SET POINT CALCULATION RATE FOR CUSTOMER RANK				
CUSTOMER RANK	RATE	CUSTOMER RANK	RATE	
AAA AA A B	- % - % - %	C D E F	_ % _ % _ %	
(POINTS ARE CALCULATED ON TOTAL AMOUNT.)				

¹⁵/₅₄ Fig.10(A)

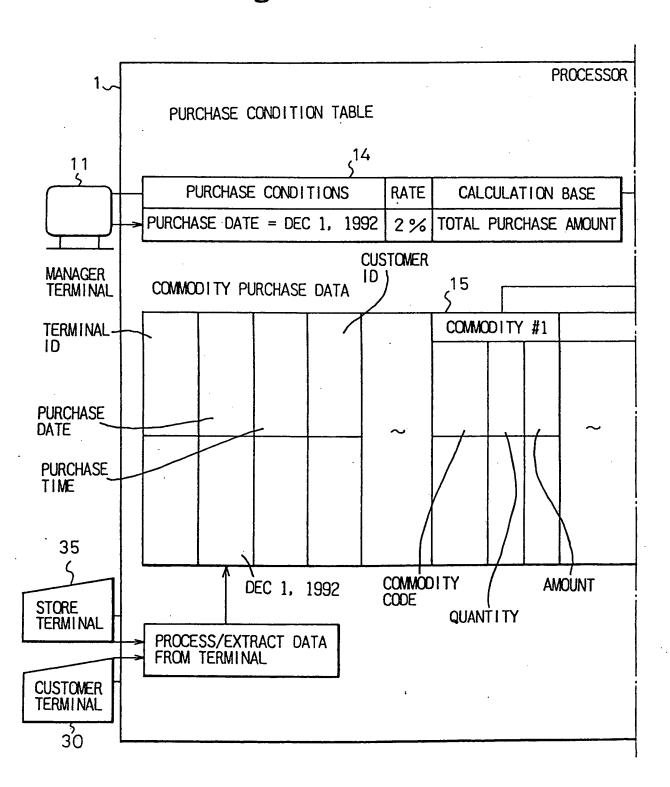
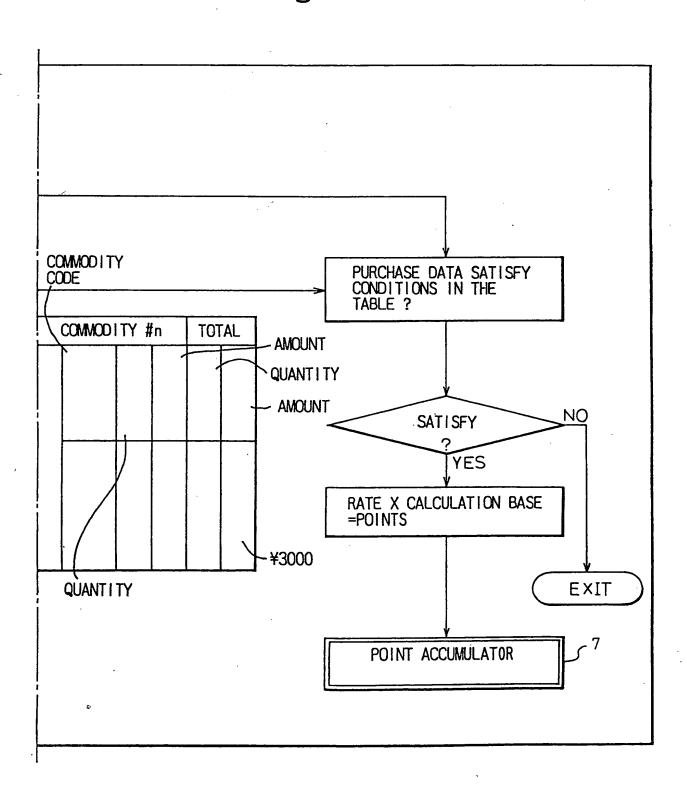


Fig.10(B)



¹⁷/₅₄ Fig.11(A)

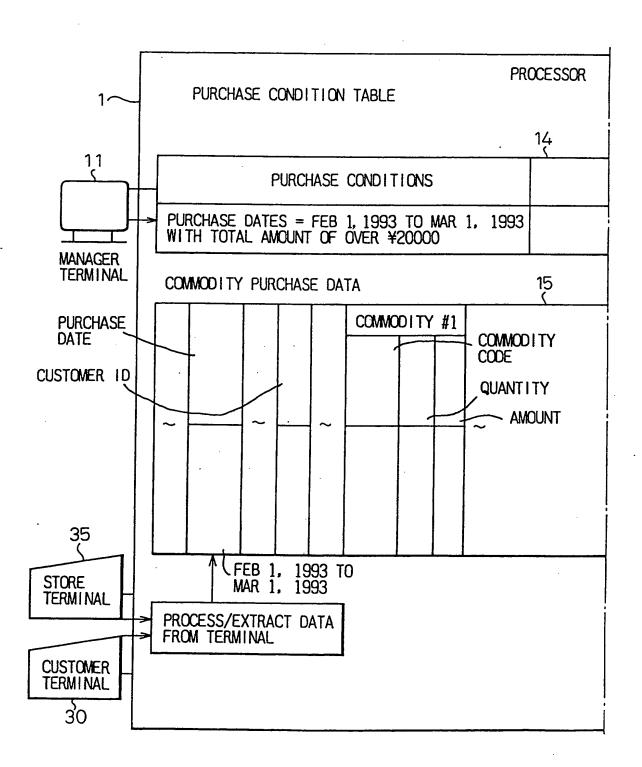
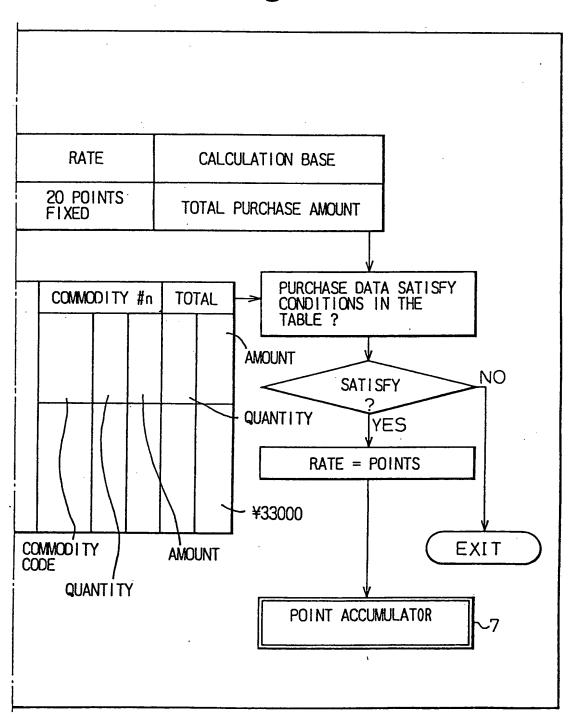


Fig.11(B)



¹⁹/₅₄ Fig.12(A)

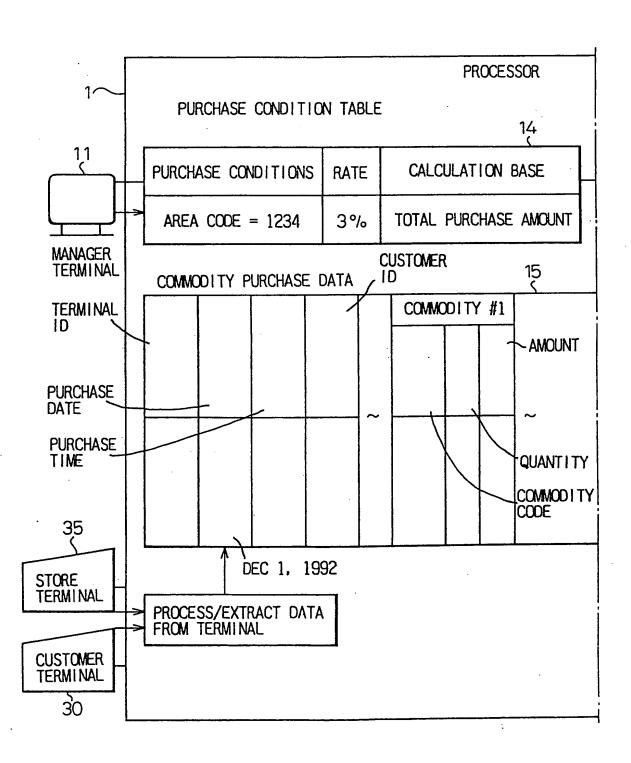
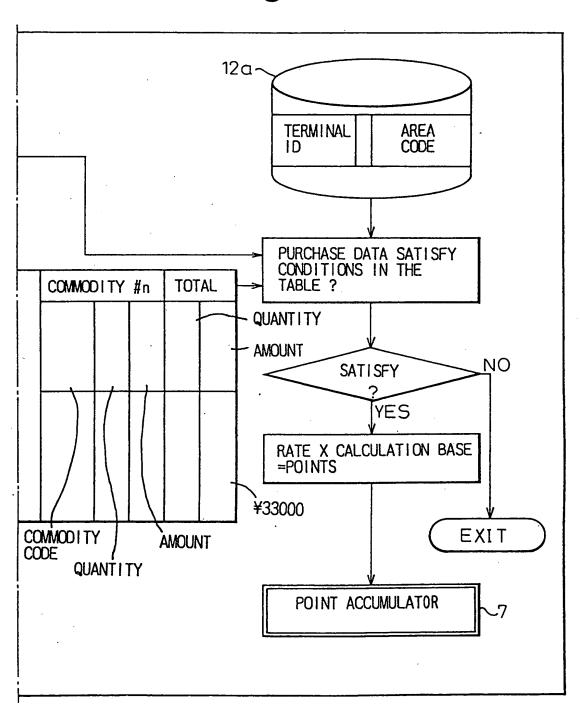
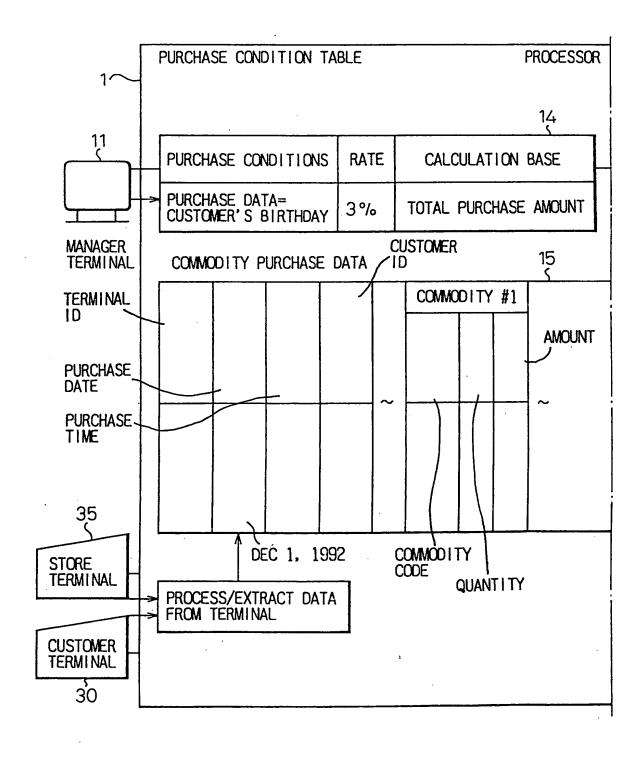


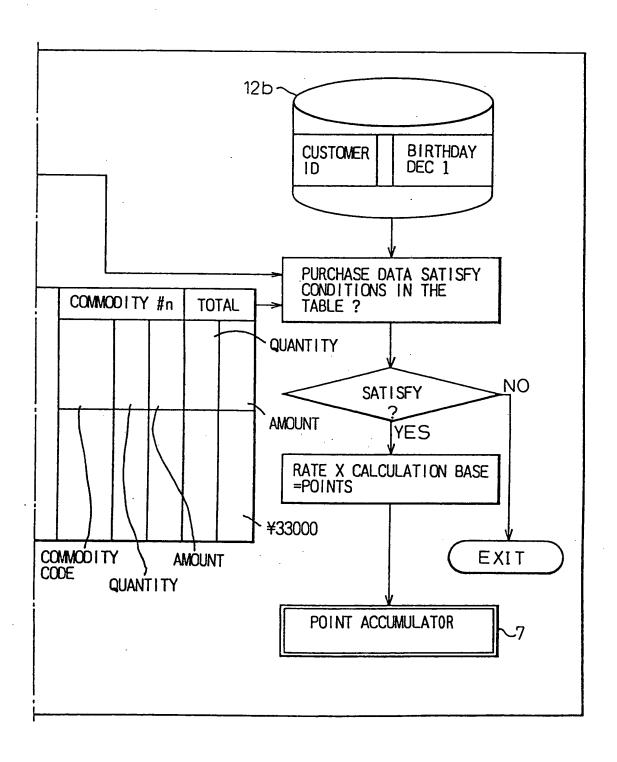
Fig.12(B)



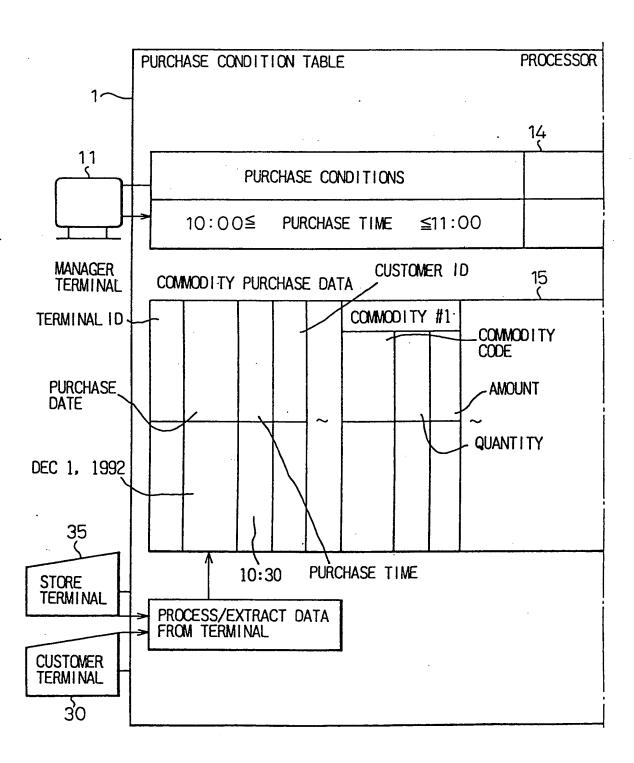
²¹/₅₄ Fig.13(A)



²²/₅₄ Fig.13(B)

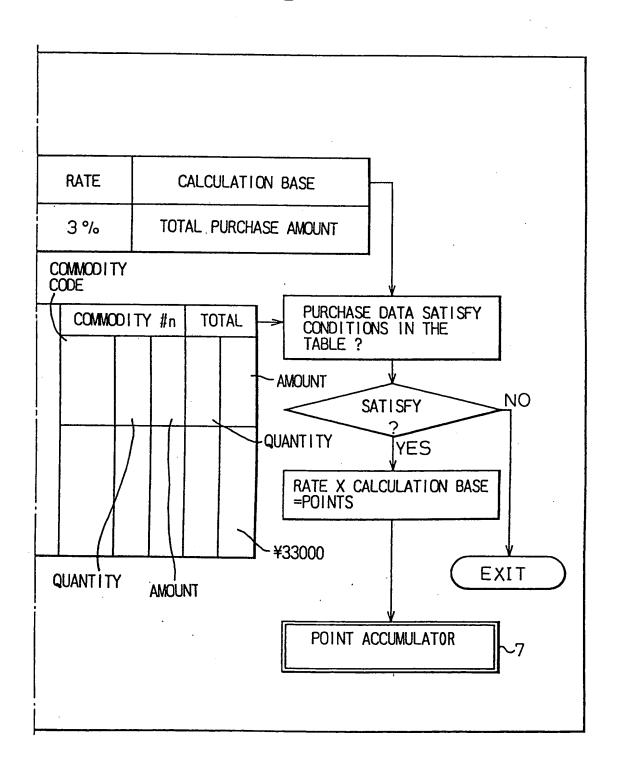


²³/₅₄ Fig.14(A)

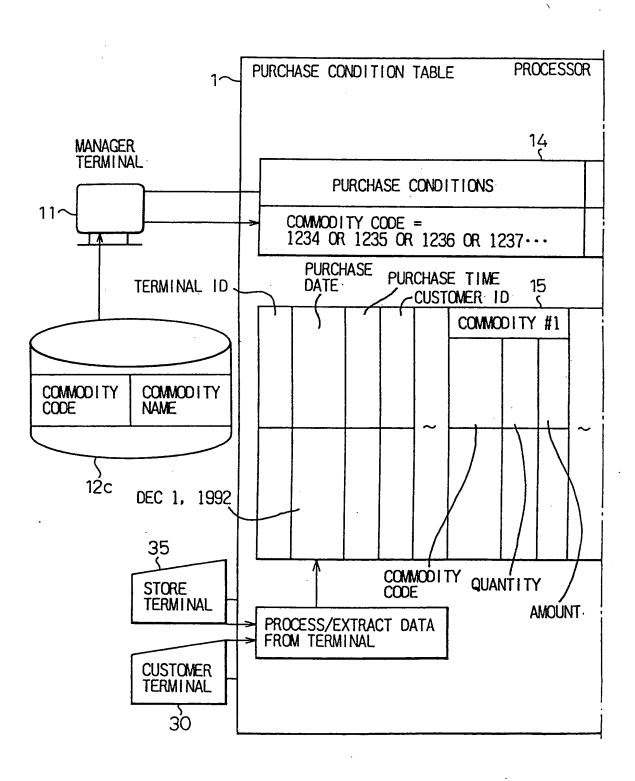


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Fig.14(B)

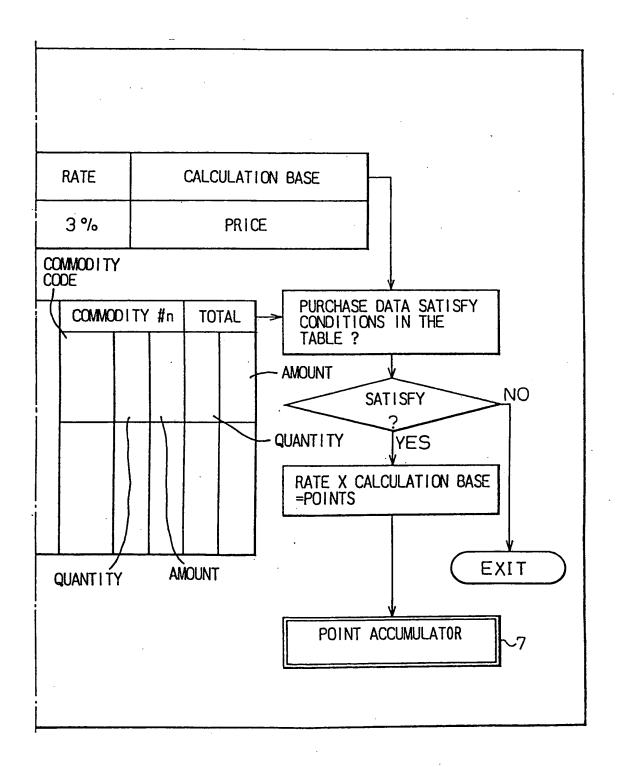


²⁵/₅₄ Fig.15(A)

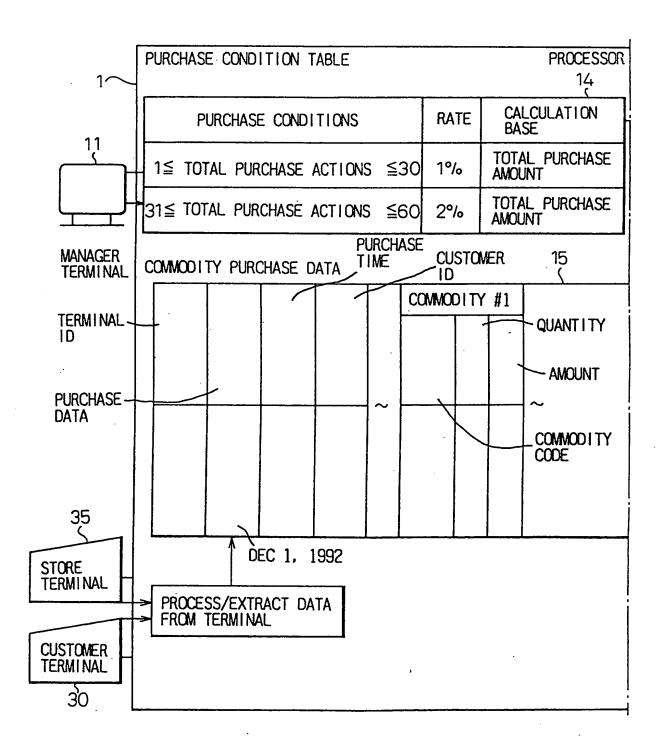


26₅₄

Fig.15(B)

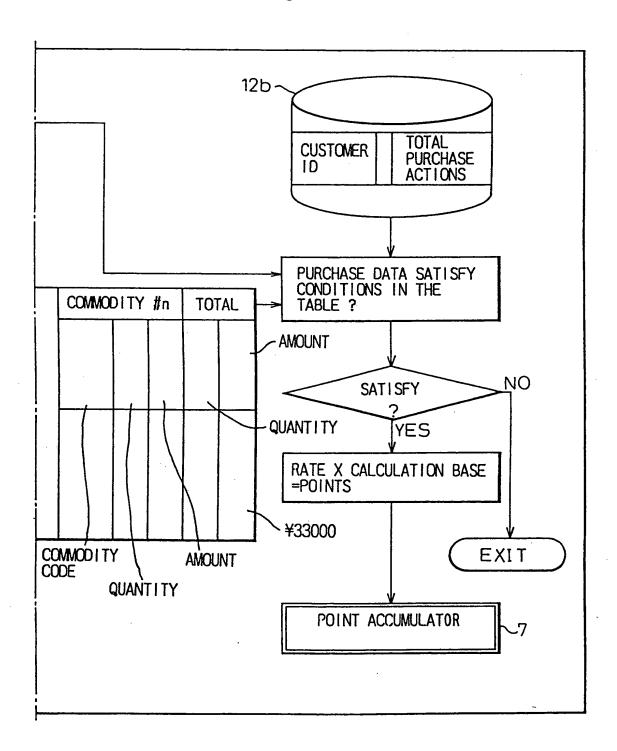


²⁷/₅₄ Fig.16(A)

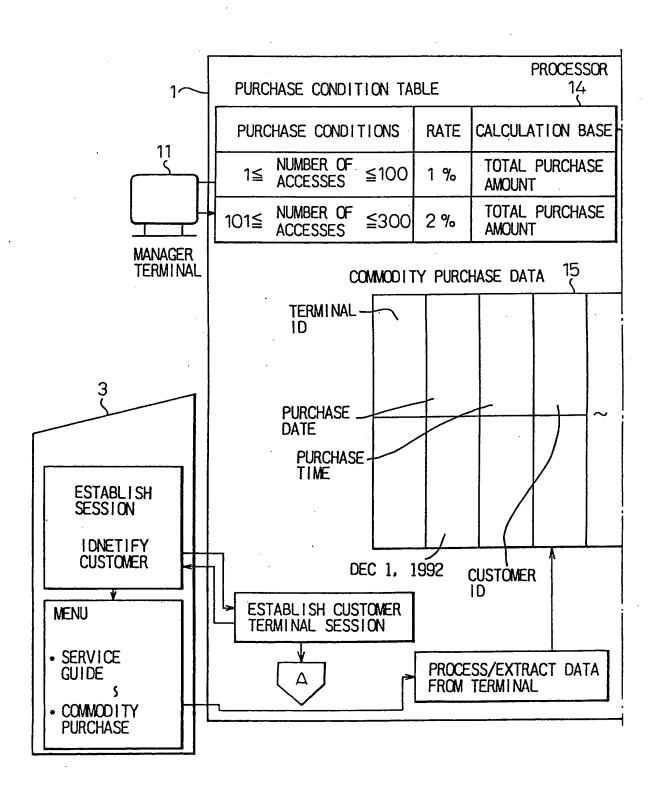


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Fig.16(B)

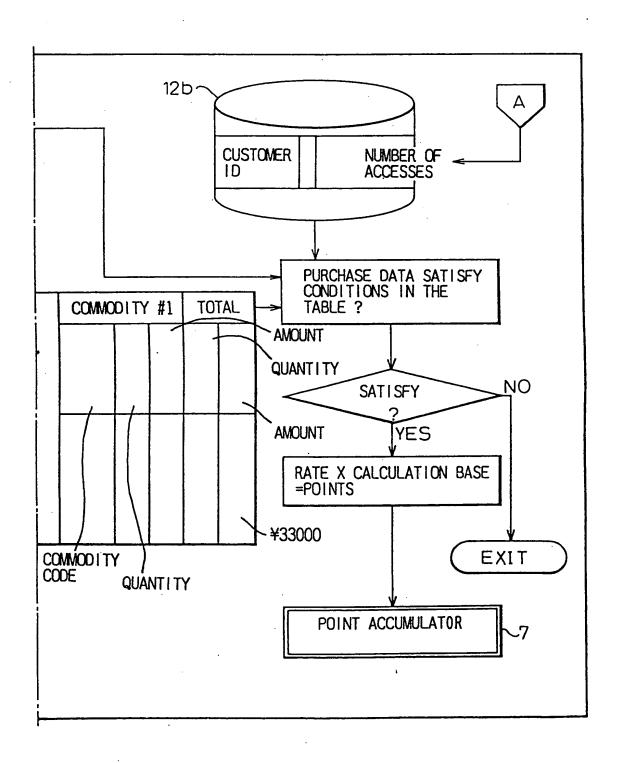


²⁹/₅₄ Fig.17(A)

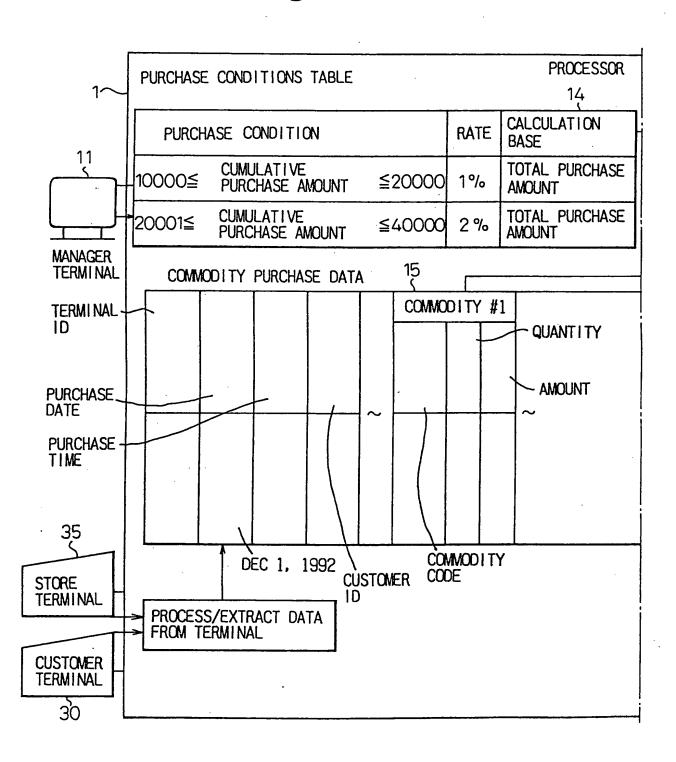


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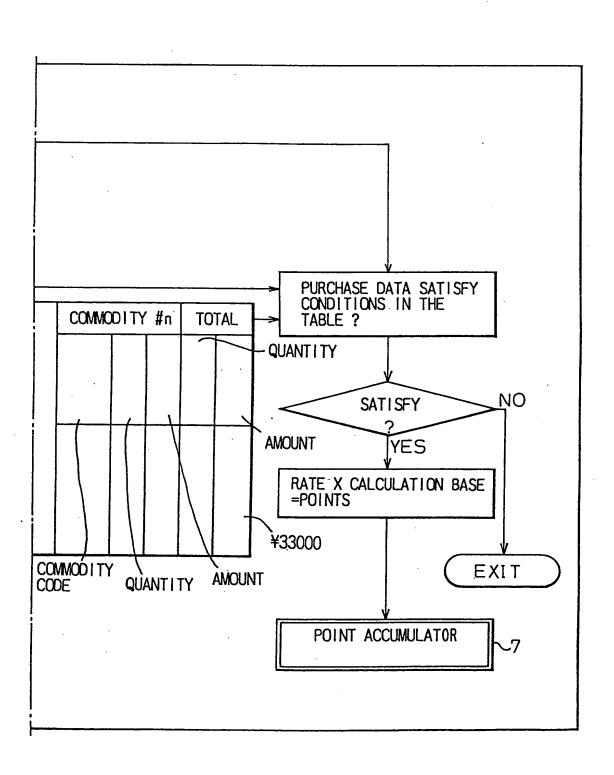
Fig.17(B)



³¹/₅₄ Fig.18(A)

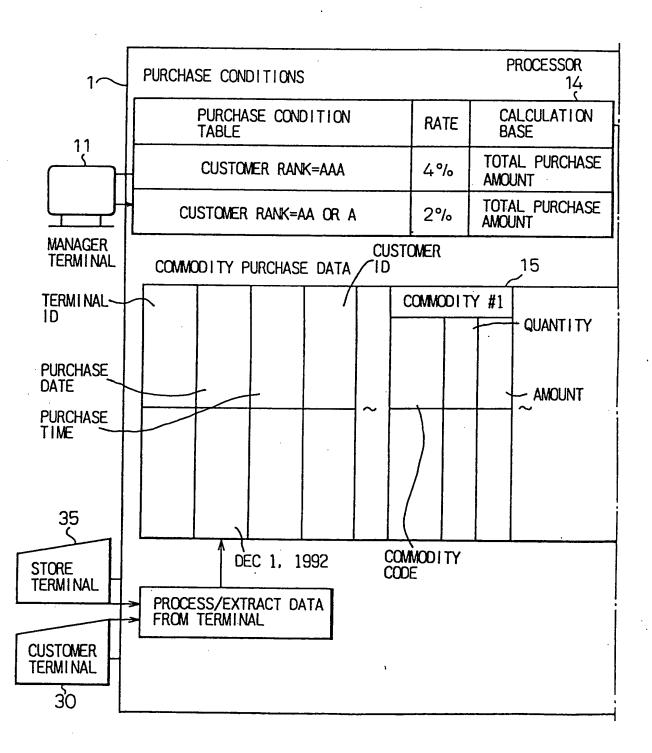


³²/₅₄ Fig.18(B)



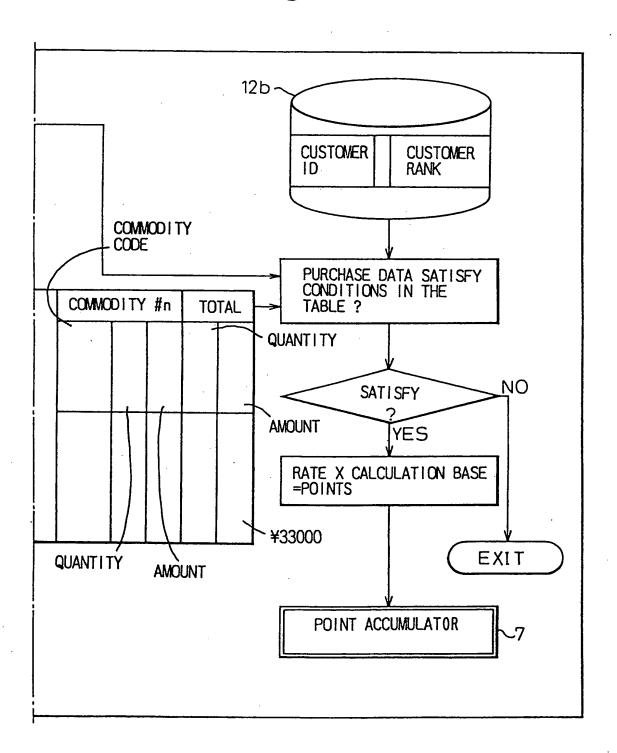
33_{/54}

Fig.19(A)



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Fig.19(B)



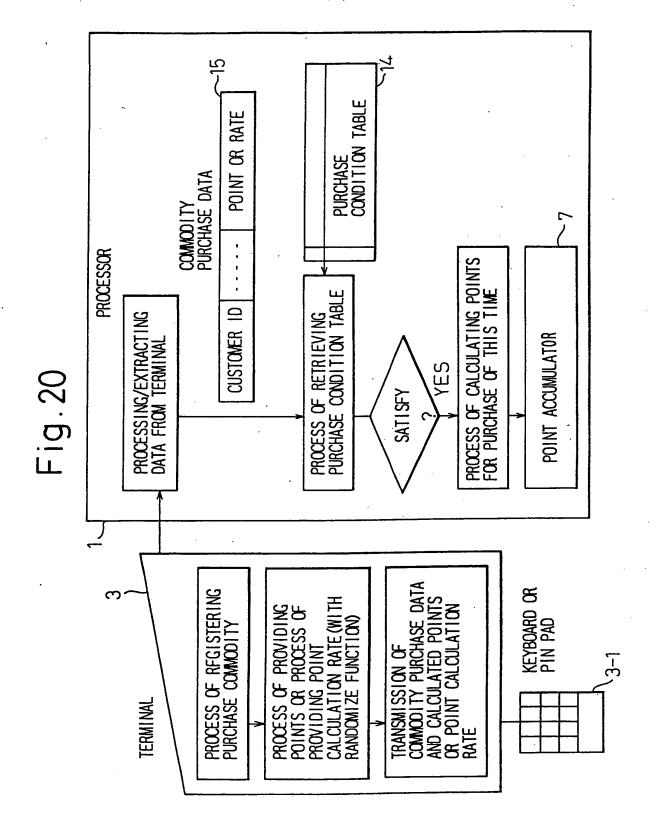


Fig.21(A)

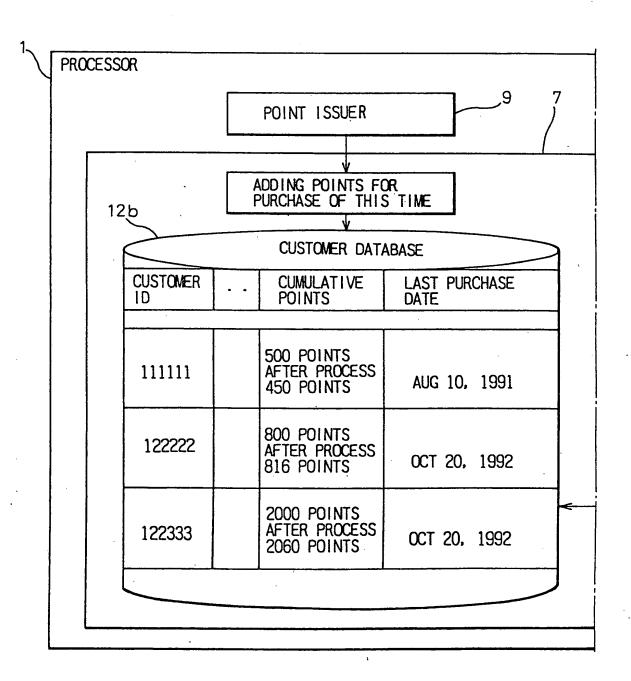
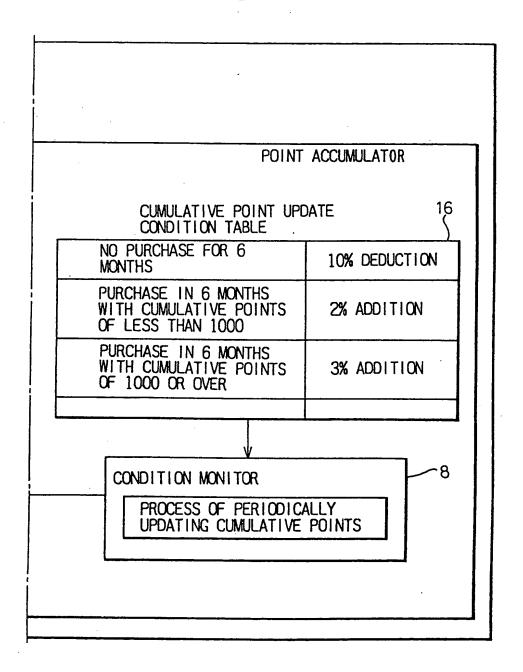


Fig.21(B)



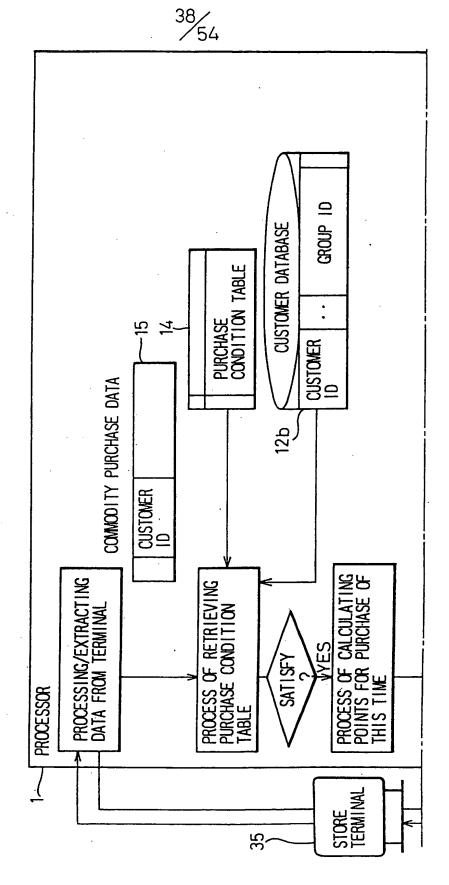


Fig.22(A)

39_{/54} 12b PRESENT CUMULATIVE POINTS DI SPLAY Terminal 10 GROUP CUSTOMER DATABSE TARGET CAMPAIGN POINTS IN THIS TIME GROUP COMMODITY PURCHASE DATA 15 9000 10 GROUP 10 PROCESS OF ACCUMULATING POINTS

Fig.22(B)

Fig.23

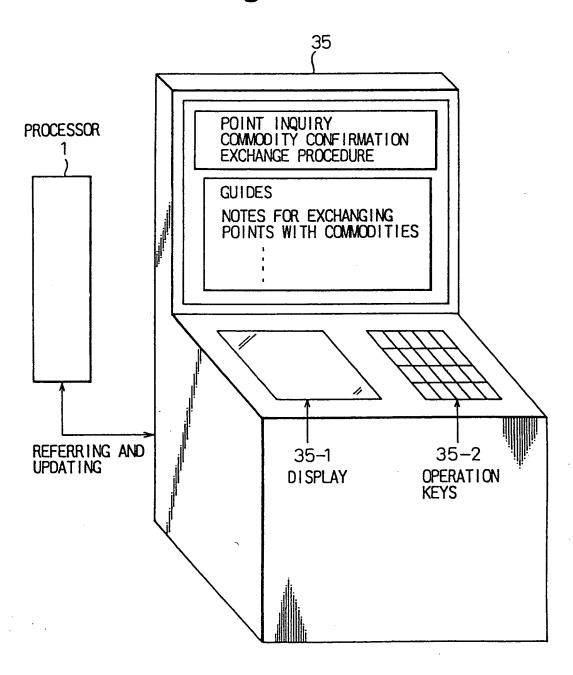


Fig. 24 (A)

	·	35-1							
CUSTOMER ID	NAME		CUMULA	MULATIVE POINTS					
COMMODITY NO.	1	2	3	3 4					
REQUIRED POINTS									
EXCHANGEABILITY									
COMMODITY NAME									
PICTURE OF COMMODITY									
PREVIOUS PROCEDU PAGE NEXT PAGE 35-1 END END 35-1f 35-1b	SPECIFICOMMODI REQUIRE POINTS TOTAL F	SPECIFIED COMMODITY NO. 1 2 3 4 5 REQUIRED POINTS TOTAL POINTS BALANCE OF							
D K PROCEDURE CANCEL CANCEL CANCEL CANCEL CANCEL CANCEL CANCEL CANCEL									

Fig.24(B)

				0111105 01 001 AV	~35-3
DEPOSIT A	MOUNT		,		~35 <i>-</i> 3b
35 - 3a		CUI PO	AULATIVE INTS	CUMULATIVE POINTS DISPLAY	-35-3c

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Fig.25(A)

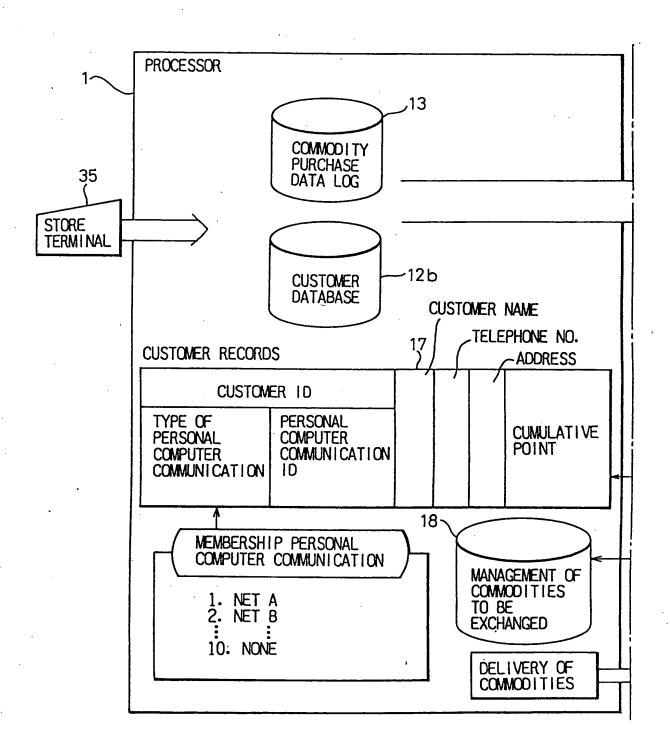


Fig.25(B)

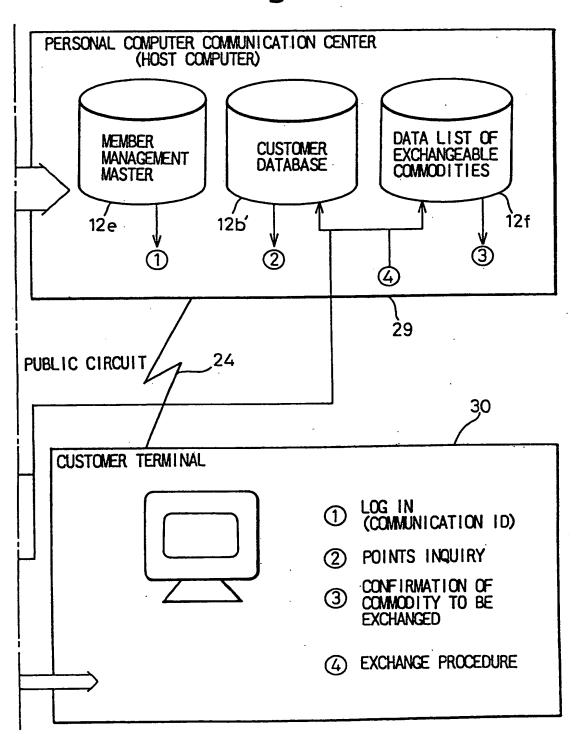


Fig.26(A)

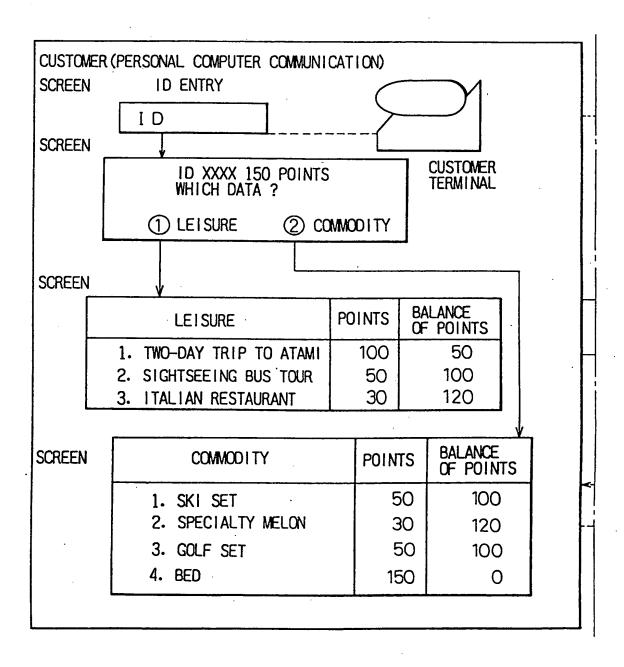


Fig.26(B)

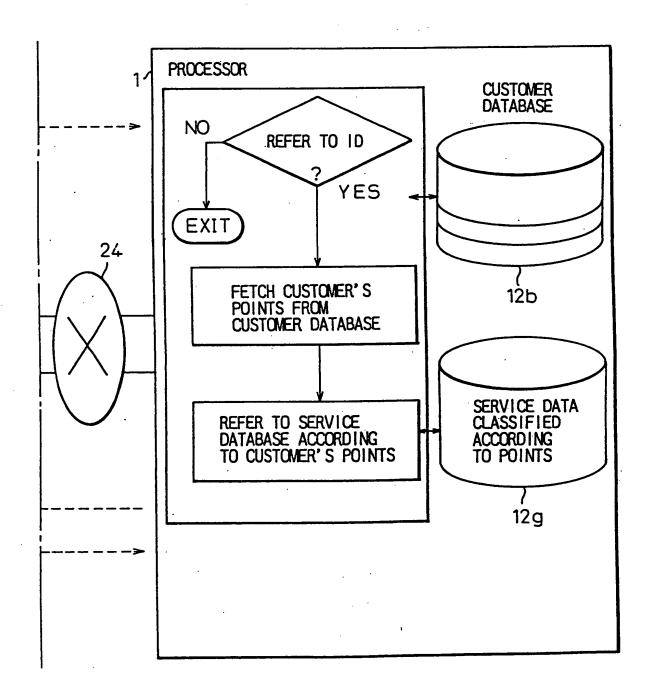


Fig.27(A)

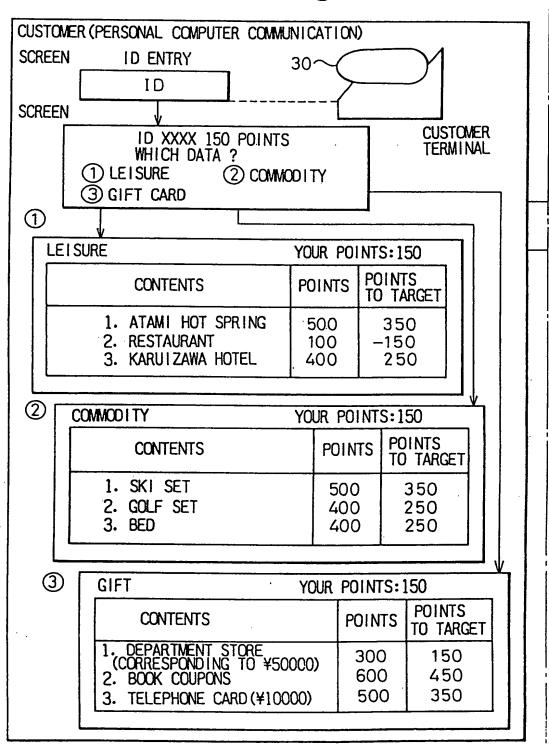


Fig.27(B)

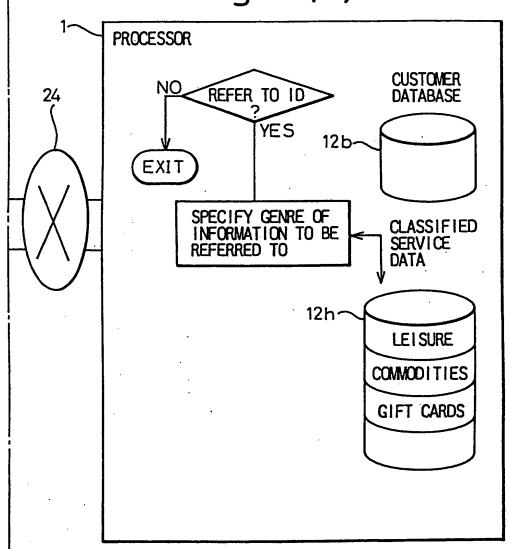


Fig.28(A)

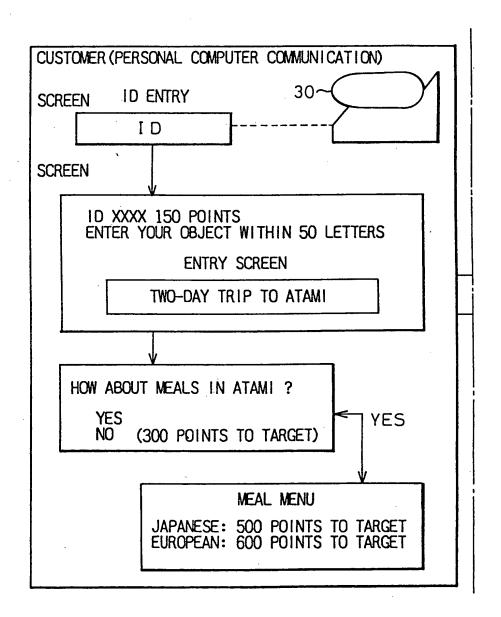


Fig.28(B)

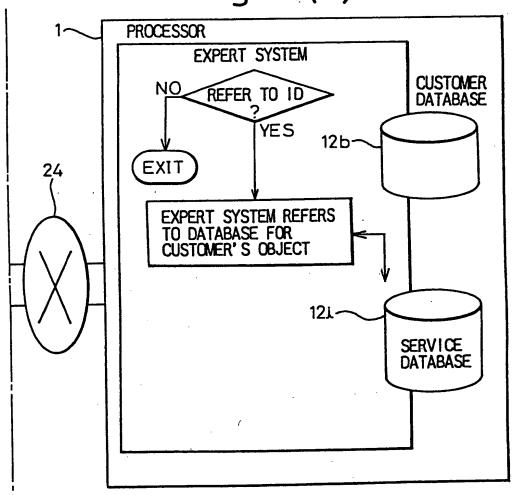


Fig.29(A)

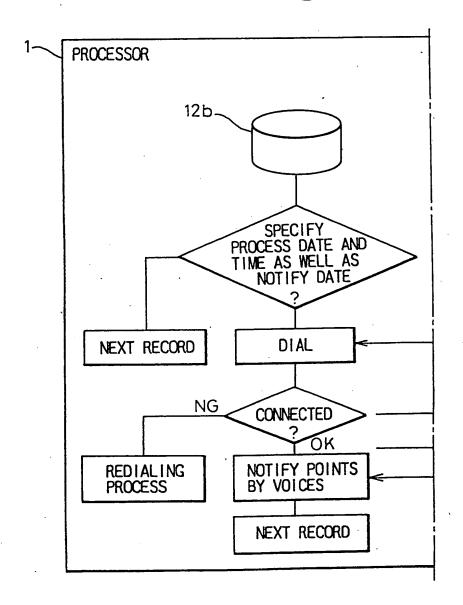


Fig.29(B) RESULT OF NOTIFICATION CUSTOMER ID WEEK SPECIFIED TELEPHONE NO. CUSTOMER RECORDS CONTENTS OF TELEPHONE CALL NOTIFY DATE SPECIFIED "THIS IS _____. DATE CUSTOMER NAME HAS SPECIFIED XXX CUMULATIVE POINTS 0|2|3 THERE ARE SOME EXCHANGEABLE COMMODITIES" **ADDRESS** CUSTOMER NAME ONE IS SELECTED TIME SPECIFIED CUMULATIVE POINTS CUSTOMER'S HOME DAY SPECIFIED .24 PUBLIC CIRCUIT TELEPHONE SET

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Fig.30(A)

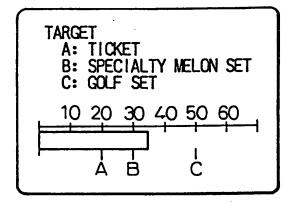
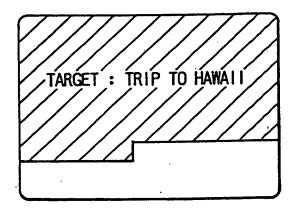


Fig. 30 (B)



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Fig.30(C)

TARGET: LIGHT CAR

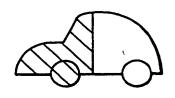
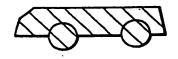


Fig. 30 (D)

TARGET: LIGHT CAR



... Fig.31

